SUBBACULTCHA

media kit 2018

Farai shot by Vicky Grout in London for Subbacultcha magazine, Issue 08

We are an independent music platform based in Amsterdam.

We produce progressive shows accompanied by a quarterly music magazine. With the support of a loyal community of members, we have set in place a unique system that enables us to introduce a large and diverse young audience to the emerging music that excites us.

Shows

Subbacultcha hosts 10+ unruly shows a month, booked in-house and organized by us at venues of our choice.

Subbacultcha shows

We are all about shows. We aim to book and promote unconventional, unruly artists at the very start of their careers – right about the time when they release their first album or tour Europe for the first time. We take cues from independent labels and intertwined networks across the world to unearth the most interesting music-makers out there today. We host shows at our homebase De School, Amsterdam and work closely with small alternative venues in Amsterdam and Rotterdam, organizing shows where the right audience meets the right artist.

Support your Local Area Network

L.A.N. (Local Area Network) concerts are geared to promote fresh, up-and-coming local talent. From Dutch bands to producers, hip hop artists to experimentalists. Next to monthly L.A.N. shows, we take over a different venue each year with an array of acts for our L.A.N. Party – selling out each edition. The 2016 edition took place in the Melkweg, featuring 15 acts, a special edition inlay in the magazine and the L.A.N. Exhibition in Melkweg Expo showcasing local photographers capturing local acts for Subbacultcha.

Concerts

10+

per month

Attendance

3,500+

visitors per month

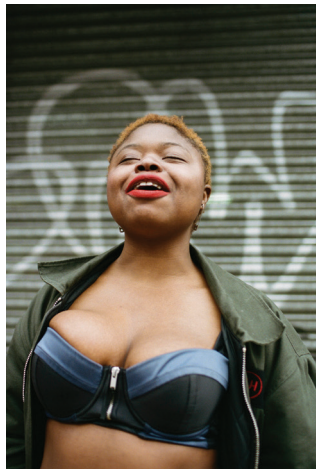
Collaboration and co-hosting

Besides organizing and producing our own events, we also curate and co-promote shows, festivals and events in collaboration with our partners such as Muziekgebouw aan `t IJ, Melkweg, Progress Bar, Motel Mozaique and many more.

Custom events for brands & partners

We also organize and produce events for brands and partners. Ranging from booking artists and DJs to producing and promoting entire events. Some of the partners we work with are Order, Dr Martens, American Apparel, Urban Outfitters and Goose Island.

TOPS, Homeshake, Princess Nokia, Smerz, Mykki Blanco, Kirin J Callinan, Empress Of, Farai, Serpentwithfeet, Ménage à Trois, Drugdealer, Palmbomen, Weyes Blood, Infinite Bisous, Kedr Livanskiy, Whitney, Jessy Lanza, Idiott Smith and more.



Magazine

Subbacultcha magazine is a quarterly music magazine that works to promote and introduce the artists we have upcoming shows with.

With over ten years of freely distributed publications to date, Subbacultcha magazine has catalyzed a range of local and international artists that share our progressive vision. Subbacultcha is known for its strong aesthetic and in-depth interviews. All editorial content is commissioned and made exclusively for Subbacultcha by an international network of photographers, writers and illustrators, making us a platform that gives opportunity to both musicians and talented contributors.

Subbacultcha magazine has a devoted local and international readership. Besides the printed edition being sent to members and distributed throughout major cities the Netherlands and Belgium, Subbacultcha has an online, international following – read on issuu, on our website and purchased on our webshop.

Print run

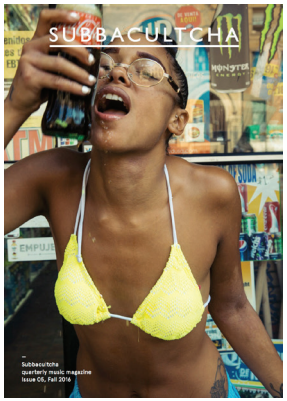
12,500

per issue

Distribution points

400+

per issue in NL



Magazine readers

37,500+

projected readership

Online readership Issuu

7,000+

per issue

Magazine release

4

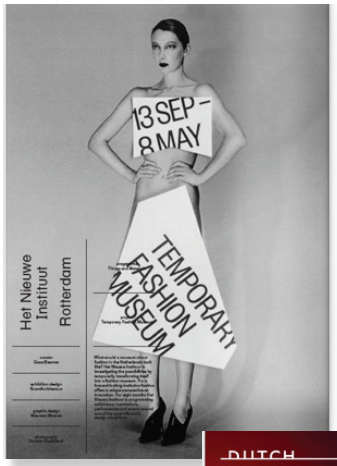
times a year

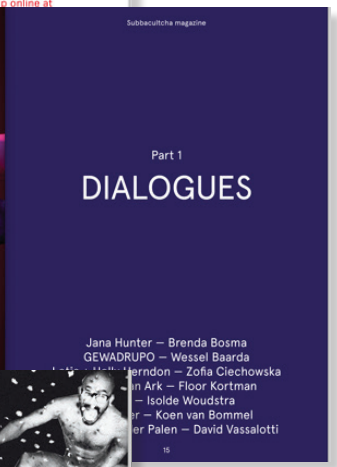
More information

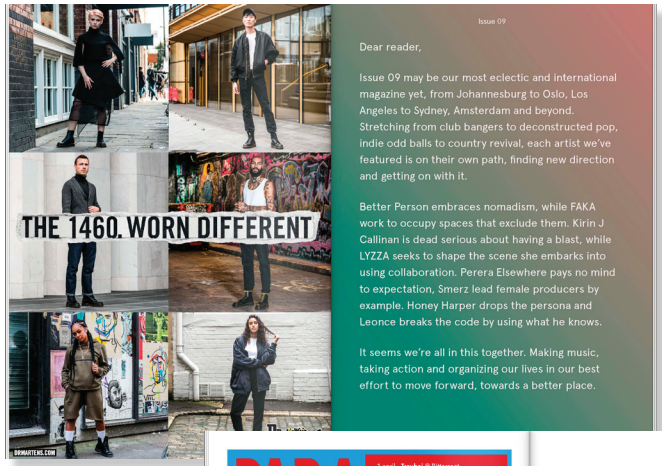
If you wish you advertise in Subbacultcha magazine, please contact us for more information.

Magazine – Photography

Magazine - Ad placement







Audience

Subbacultcha targets forward-thinking audiences that are open to experiment.
We are supported by a community of members, followers, readers and show attendees.

Target group

Our audience is made up of local members and show attendees, as well as international followers and readers. They are young and educated with an eclectic taste in music. They share our commitment to support up-and-coming artists, as well as our love for print publications. They are mostly artists, musicians, writers, readers, students and professionals working in the creative industries and media.

Members

Subbacultcha members represent our ideal audience. They are a complex and dynamic community of people passionate about music, who support our initiative with a monthly fee of €8. They receive free access to our shows and events, their own copy of our publications, as well as additional goodies and perks. Our members trust us, and we take them seriously. They inspire and challenge us as we mould the future of Subbacultcha together.

Click Click Club

Click Click Club is our ongoing crowd-sourced photography project that captures our community through the eyes of our members, using disposable cameras that we distribute at our events.

Age	Members
18 – 35	2,000 +

Collaborations

When it comes to our shows, magazine and members, we love to collaborate and share our expertise with like-minded organizations to better promote independent music and art.

Special edition publications, club nights, exhibition openings, music curated by and in store events – we have collaborated with some of our favourite music festivals, brands and art institutions in recent years. We love to team up to promote independent music and art.

Locations & show partners

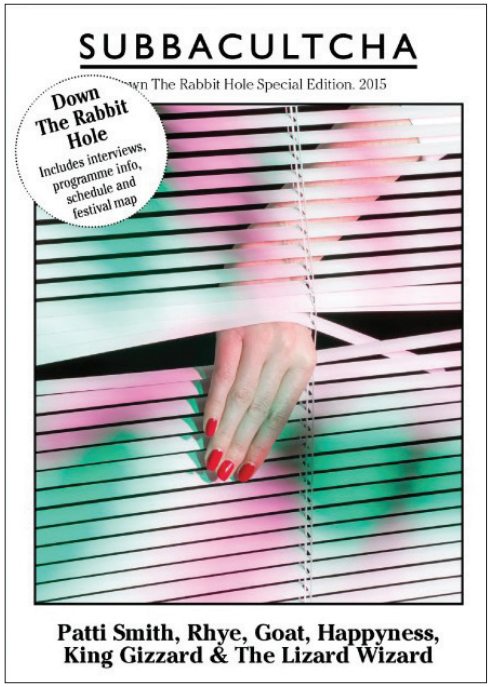
The following are a number of locations and partners with which we promote, co-promote and co-host shows:

- De School (s105, Muzieklokaal, De Tuin)
- De Nieuwe Anita
- Muziekgebouw aan `t IJ (The Rest is Noise, World Minimal Music Festival)
- OT301
- Melkweg
- Mediamatic
- BAR
- Roodkapje
- Sugarfactory
- Butcher's Tears
- Sexyland
- Patronaat
- PIP
- Foam
- Goethe Institut (Klub 470)
- Cinetol
- EKKO
- WORM
- De Brakke Grond
- Westerunie / Westerliefde
- Tolhuistuin (Progress Bar)
- OCCII

Publications

The following are partners we've teamed up with to make special editions of Subbacultcha magazine or one-off publications to promote an event or festival:

- Down the Rabbit Hole
- Where The Wild Things Are
- Le Guess Who? Festival
- STRP Biennale
- World Minimal Music Festival
- Holland Festival Young
- Converse



Collaborations

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Events, shows & showcase

Through the years we've produced and promoted countless events in collaboration with or commissioned by festivals, brands and partners:

- Day party at Gallery Sign (**Eurosonic/Noorderslag**, Groningen)
- Showcase at **CMJ** (New York)
- Subbacultcha x **Kapitaal** at Le Mini Who? (**Le Guess Who?**, Utrecht)
- **American Apparel** in-store (Amsterdam)
- **Dr Martens** in-store (Amsterdam)
- Day Party at **Incubate** (Tilburg)
- Day Party at **Motel Mozaique** (Rotterdam)
- Afterparty at **Opera Forward Festival** (**Stopera**, Amsterdam)
- **Lentekabinet**, pre-event (**Dekmantel**, Amsterdam)
- **Urban Outfitters** store openings (Amsterdam, Rotterdam and Utrecht)
- **Patta x Order** shoe launch (Amsterdam)
- **Goose Island** promotional event (Amsterdam)
- **Museumnacht** music program at: **FOAM, Scheepsvaartmuseum, EYE Film Institute, Huis Marseille** (Amsterdam)

Other (media) partnerships:

Besides locations, publications and events, we've collaborated with an array of additional (media) partnerships:

Boijmans van Beuningen, Stedelijk Museum Amsterdam, OFF Festival, Amsterdam Dance Event, Fuchbau festival, STRP Biennale, World Minimal Music Festival, IFFR, Unfair, SONOS, PITCH festival, Red Light Radio, CineArt, Fritz Kola, Rietveld Instituut & Sandberg Instituut, ADE Live, Dutch Design Week, Makerversity, Prix de Rome, Sonic Acts, TodaysArt, RijksOPEN, Mojo Live Nation, Student Hotel, Jupiler, Beggars/4AD, Fiber Festival, Holland Festival, AHK, Rewire, Cinemien, Opera Forward Festival, Fotolab KieKie, Amstel Film, Paradiso Films, Domino/V2, Ace & Tate, Filmfreak, Extra Extra magazine, Abel, Crossing Border, KABK, Kunsthal Rotterdam, TRACKS by Concertgebouw, September Films, EYE Film Institute, Warner Music, Festival Magia, Motel Mozaique.

URBAN OUTFITTERS

Gerrit Rietveld Academie

Dr. AirWair Martens

foam

ace & tate

DE SCHOOL

fritz-kola®

Facts

Get a glimpse of Subbacultcha in a few facts.

We have a very strong online identity and an ever-increasing following of members, readers, followers and show attendees. We use our online channels strategically to inform them of upcoming Subbacultcha events.

Members

Members
2,000+

Age
18 – 35

Demographic
young, urban, creative, professionals, pioneers

Membership includes
shows, magazines, movies, exhibitions, publications

Show attendees
3,500+
visitors per month

Price membership
€8
per month

Online

Website
20,000+
unique monthly visitors

Newsletter
6,000+
subscribers

Facebook
28,000+
followers

Instagram
6,000+
followers

Red Light Radio listeners
2,000+

Magazine - per issue

Magazine print run
12,500

Distribution points
400+

Magazine readers
37,500+

Online readership Issuu
7,000+

SUBBACULTCHA

Dr. Jan van Breemenstraat 3
1056 AB, Amsterdam
The Netherlands

Shari Klein
shari@subbacultcha.nl
+31 630 793 154

www.subbacultcha.nl

Palmbomen II shot by v in Los Angeles for Subbacultcha magazine, Issue 07